IN THE CLAIMS:

The text of all pending claims, (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with underlining and deleted text with strikethrough. The status of each claim is indicated with one of (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered).

Please AMEND claims 1, 8-12 and 16-17 in accordance with the following:

1. (currently amended) A method of managing a selling price, comprising:

counting a sales quantity;

setting a discount price as the selling price, the discount price produced by a discount from an original price, while the sales quantity is less than a predetermined quantity;

setting the original price as the selling price at the time the sales quantity becomes equal to or greater than the predetermined quantity;

providing a discount price transition table to a purchaser's terminal via a network, which said table indicates dates and discount prices, wherein each discount price corresponds to said each date, for a purchaser;

accepting a purchase reservation from said purchaser's terminal via the network specified with a date among the dates indicated in said discount price transition table, from the purchaser; and

setting a purchase reservation time of the purchase reservation when the selling price corresponding to one of the discount prices from the discount price transition table equals the desired purchase price.

2. (cancelled)

3. (cancelled)

4. (previously presented) The method according to claim 1, further comprising:

setting the discount price to a minimum discount price; and

holding the minimum discount price as the selling price after the selling price equals the minimum discount price, as long as the sales quantity is less than the predetermined quantity.